

**Americans For The Arts Convention
Las Vegas, NY
June 1-3, 2007**

**Private-Sector Track
Arts Giving from Small Business**

Mark Shugoll, CEO, Shugoll Research

Mark Shugoll, PH.D. is CEO of Shugoll Research in Washington, D.C., one of the nation's leading marketing research companies for the arts. Its clients include a prestigious roster of non-profit theaters, symphony orchestras, opera companies, performing arts centers, choral groups, and arts associations.

Shugoll Research was named one of the "10 Best Companies Supporting the Arts in America" for 2005 by the Business Committee for the Arts and *Forbes* magazine.

Dr. Shugoll is President of the Arena Stage (Washington, DC) board. In his industry, Dr. Shugoll just completed three terms on the Board of the Council of American Survey Research Organizations (CASRO) and is Chancellor Emeritus of CASRO University, the industry's education and professional training organization.

Dr. Shugoll received his BA from Union College, a Master's in Public Administration, and a Ph.D. in Political Science from The American University. He has also published articles in a variety of academic and professional journals.

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Nicholas J. Tortorello, President, Tortorello Research and Consulting, Inc.

Nick Tortorello's career in market research spans 30+ years and includes experience with Louis Harris and Associates, Ruder-Finn, and Roper Starch Worldwide. His research specialties are public affairs/public relations, crisis management, new products and services, legal, corporate and strategic planning, and software solutions for senior management issues. His clients are leading corporations, non-profits, educational institutions, and trade associations.

The author of numerous articles on research, Nick is a regular speaker at conferences and corporate meetings; he has lectured on market research at C.W. Post College, New York University, and Yale University.

Nick is a past chairman of the Council of American Survey Research Organizations and received its Lifetime Achievement Award in 2005. He is also a member of the American Association for Public Opinion Research and the Marketing Research Council of NY. He holds a BA with highest honors in political science from Williams College and a Masters in religious studies from St. Joseph's Seminary. Nick is also a member of the NY Business Steering Committee of the Arts & Business Council of New York.

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Will Maitland Weiss, Executive Director, Arts & Business Council of New York (Moderator)

Will comes to the Arts & Business Council, NY, from The Center for Creative Resources, a nonprofit that provides management, marketing, and development services for arts organizations; and he continues to serve on the board of this start-up firm. He served for five years as vice president of development and communications for New York City Center—producer of the award-winning Encores! series of American musicals and performance home to Alvin Ailey, American Ballet Theatre, Paul Taylor, Manhattan Theatre Club, and others. Prior to that, he spent 10 years

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in fundraising at Lincoln Center for the Performing Arts with the New York City Opera, and five years as marketing director, then development director, and then managing director of the Off-Broadway CSC Repertory. After receiving his M.F.A. in stage direction from Brandeis University, Will spent several years as stage manager, then production manager, then managing director of a LORT theater and multiarts presenting facility in New England. He also served as vice president of development and communications for a NYC-based healthcare organization, where his responsibilities included management of a successful capital campaign. He has lectured on arts administration at Brown University, New York University, and Williams College. Will presented at National Arts Marketing Conferences in both 2003 (NYC) and 2004 (Chicago), and is proud to have successfully nominated an Encore Award-winning former colleague and to have mentored past Arts & Business Council summer arts management interns.

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